

From: **Cronin, Courtney** <ccronin@ncaa.org>  
Date: Thu, Nov 29, 2012 at 9:19 AM  
Subject: [NCAA.org](http://NCAA.org) feature on Beckie Francis  
To: "wsdunfor@oakland.edu" <wsdunfor@oakland.edu>  
Cc: "Cortez, Victor" <vcortez@ncaa.org>

Scott,

I hope this email finds you doing well. My name is Courtney Cronin and I work in External Affairs at the NCAA. In my department, we do our best to tell the story of the student-athlete and often coaches are overlooked as integral figures that make these young men and women into the successful people they become after their time in intercollegiate athletics.

Back in October I came across the article the Associated Press put out on Oakland U's Beckie Francis speaking out about the abuse she endured as a child from her father. I was moved by how strong of an individual she is today despite having spent years living in fear of her own parent and am inspired to tell her story even further. I know the Detroit Fox station also put together a piece on Francis, but I'd like to take a different approach to her courageous story.

I believe that Coach Francis' story has the ability to impact people from all walks of life, particularly within the collegiate model. I'd like to tell her story of triumph through how she communicates her story and messaging to her team and the community, becoming a powerful voice speaking out against sexual abuse and letting others know they are not alone. Far too often we only hear the negative about the victims who have endured this type of abuse, not the success stories of those like Beckie—people who learn to succeed in life after having gone through such a traumatic experience.

I would like to set up a conference call with you and Beckie at some point within the month of December to gauge her interest on wanting to be apart of this piece. We recently created a series called "Faces of the NCAA" and Beckie is certainly someone who represents all the good qualities of a coach and mentor-- the ideal person we'd like to represent the NCAA. I'm looking to create both video and written content for [ncaa.org](http://ncaa.org) and potentially for our quarterly magazine, Champion should Coach Francis want to do this.

Again, I appreciate your time and look forward to talking again soon in hopes of moving forward with the production of this piece. Please let me know if there is anything you need on my end.

Best,

Courtney

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Sincerely,  
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